Claims

- 1. A machine direction oriented polymeric film comprising (A) at least one propylene homopolymer, copolymer or blend of two or more thereof wherein (A) has a melt flow rate from about 5 to about 40 and (B) at least one olefin elastomer.
- 2. The film of claim 1 wherein (A) has a melt flow rate of from about 6 to about 32.
 - 3. The film of claim 1 wherein (A) is a propylene homopolymer.
- 4. The film of claim 1 wherein (A) is a propylene copolymer prepared from propylene and an olefin having from 2 to about 12 carbon atoms.
- 5. The film of claim 1 wherein the propylene copolymer is a copolymer of propylene and one or more of ethylene, butylene, hexene, heptene, octene, nonene or decene.
- 6. The film of claim 1 wherein (A) is an propylene ethylene copolymer or propylene butylene copolymer.
- 7. The film of claim 1 wherein (B) is an ethylene homopolymer or copolymer, propylene homopolymer or copolymer, or mixtures of two or more thereof.
- 8. The film of claim 1 wherein (B) is a ethylene-butene copolymer, ethylene-octene copolymer, ethylene-hexene copolymer, and ethylene-hexene-butene terpolymer, or mixtures of two of more thereof.
- 9. The film of claim 1 wherein (B) has a melt flow rate of about 1 to about 40.
 - 10. The film of claim 1 wherein (A) or (B) is a nucleated.
 - 11. The film of claim 1 wherein the film is clear.
- 12. The film of claim 1 wherein (A) is prepared using a metallocene catalyst.

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- 13. The film of claim 1 wherein (B) is prepared using a metallocene catalyst.
- 14. The film of claim 1 wherein all polymers of the film are hydrocarbon polymers.
- 15. The film of claim 1 further comprising (C) at least one nucleating agent.

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- 16. The film of claim 1 wherein the film has been oriented by stretching in the machine direction at a stretch ratio of about 2:1 to about 9:1.
- 17. A clear, machine direction oriented film comprising (A) at least one propylene copolymer having a melt flow rate of about 5 to about 40, and (B) at least one olefin elastomer.
- 18. The film of claim 17 having a thickness from about 1 to about 7 mils.
 - 19. The film of claim 17 wherein (A) or (B) is nucleated.
- 20. The film of claim 17 wherein (A) or (B) is prepared using a metallocene catalyst.
- 21. The film of claim 17 further comprising (C) at least one nucleating agent.
 - 22. The film of claim 17 which is a monolayer film.
- 23. The film of claim 17, wherein (A) is a propylene ethylene copolymer or propylene butylene copolymer.
- 24. The film of claim 17 wherein (B) is an ethylene homopolymer or copolymer, propylene homopolymer or copolymer or mixtures of two or more thereof.
- 25. The film of claim 17 wherein (B) is a ethylene-butene copolymer, ethylene-octene copolymer, ethylene-hexene copolymer, ethylene-propylene-butene terpolymer, and ethylene-hexene-butene terpolymer, or mixtures of two of more thereof.

26. A clear, machine direction oriented film comprising about 50% to about 90% by weight of (A) at least one propylene-ethylene or at least one propylene-butylene copolymer having a melt flow rate of about 6 to about 30, and from about 10% to about 50% by weight of (B) at least one ethylene-butylene or at least one ethylene-hexene copolymer.

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- 27. A multilayer film comprising a base layer having a upper and lower surface and at least one skin layer on the upper surface wherein the skin layer is derived from the film of claim 1.
- 28. The film of claim 27 wherein a skin layer is on the upper and lower surfaces of the base layer.
- 29. A multilayer film comprising a base layer having a upper and lower surface and at least one skin layer, derived from the film of claim 17, is on the upper surface.
- 30. The film of claim 29 wherein a skin layer is on the upper and lower surfaces of the base layer.
- 31. A multilayer film comprising a base layer having a upper and lower surface and at least one skin layer, derived from the film of claim 26 on the upper surface.
- 32. The film of claim 31 wherein a skin layer is on the first and second surfaces of the core layer.
 - 33. A die-cuttable, stretch-oriented multilayer film comprising
- (A) a base layer having an upper surface and a lower surface, and comprising polyethylene having a density of about 0.940 g/cm³ or less, a propylene homopolymer, propylene copolymer, or mixtures thereof, and
- (B) a first skin layer prepared from (A) at least one propylene homopolymer, copolymer or blend of two or more thereof wherein (A) has a melt flow rate from about 5 to about 40 and (B) at least one olefin elastomer.

- 34. The multilayer film of claim 33 wherein the base layer comprises a propylene homopolymer or copolymer.
- 35. The multilayer film of claim 33 wherein the base layer comprises polyethylene having a density of from about 0.890 to about 0.925 g/cm³.
- 36. The multilayer film of claim 33 wherein the base layer or first skin layer, or both, also contain a nucleating agent.
- 37. The multilayer film of claim 33 containing a second skin layer covering the lower surface of the base layer.
- 38. The multilayer film of claim 37 wherein the composition of the second skin layer is different from the composition of the first skin layer.
- 39. An adhesive containing labelstock for use in adhesive labels which comprises
 - (A) the film of claim 1, and

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- (B) an adhesive layer having an upper surface and a lower surface wherein the upper surface of the adhesive layer is adhesively joined to the lower surface of the base layer.
- 40. The labelstock of claim 56 wherein the adhesive layer is a pressure-sensitive adhesive layer.
- 41. An adhesive containing labelstock for use in adhesive labels which comprises
 - (A) the film of claim 17, and
- (B) an adhesive layer having an upper surface and a lower surface wherein the upper surface of the adhesive layer is adhesively joined to the lower surface of the base layer.
- 42. The labelstock of claim 41 wherein the adhesive layer is a pressure-sensitive adhesive layer.
- 43. An adhesive containing labelstock for use in adhesive labels which comprises

- (A) the film of claim 33, and
- (B) an adhesive layer having an upper surface and a lower surface wherein the upper surface of the adhesive layer is adhesively joined to the lower surface of the base layer.
- 44. The labelstock of claim 43 wherein the adhesive layer is a pressure-sensitive adhesive layer.
- 45. A pressure-sensitive adhesive label die-cut from the labelstock of claim 39.
- 46. A pressure-sensitive adhesive label die-cut from the labelstock of claim 41.
- 47. A pressure-sensitive adhesive label die-cut from the labelstock of claim 43.